

**REMARKS**

This is in response to the Office Action dated January 30, 2002. Claims 51-72 are pending, all of which stand rejected. By this amendment, Applicant has amended claims 51-52, 54-65 and 68, and added claims 73-106 for reasons discussed below. Reconsideration of this application in view of the amendments and arguments presented here is respectfully requested.

In paragraph 3 of the office action, claims 51-72 are rejected under 35 U.S.C. Section 103(a) as being unpatentable over patents to Shavit and Kaye. The Examiner takes the position that Shavit differs from the claims only *"in that it does not specify the buyer request as including a specified purchase price."* The Examiner relies on Kaye for teaching *"the desirability of allowing a buyer to specify the maximum cost as part of the desired product as part of the desired product information in order to locate a vendor willing to sell the desired product at minimum cost."* Applicant submits that his claimed invention is directed to the buyer request specifying the maximum amount the buyer is willing to pay for a desired product or service.

At any rate, claim 51 is amended to recite the additional steps of utilizing data that identifies the buyer wherein the data includes a check digit and qualifying the buyer for consummating the transaction at least in part based on the check digit. Applicant respectfully submits that the asserted references do not disclose a combination with such steps. However, the Examiner is urged to carefully consider the references.

The dependent claims are variously amended to correct any errors or inconsistencies or to further clarify the claims. In particular, claim 68 is amended to further recite that video data includes high resolution or dynamic video.

Newly added claims 73-79 ultimately depend on claim 51 and recite additional features. Claim 80 recites a combination of receiving a buyer request and a specified maximum purchase


price for a particular good or service that the buyer is willing to pay and whereby the interested vendor terminal site communicates video data including high resolution or dynamic data. That combination is deemed distinct from the references asserted by the Examiner. Claims 81-106 are various additional claims that depend on claim 80 and are similar to the claims that depend on claim 51.

Favorable consideration and allowance of the claims here is respectfully requested.

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Respectfully submitted,

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**MARKED VERSION:**

51. (Amended) A method of **[telephonically]** using a traffic control system via a computer terminal for communication involving a buyer terminal and at least one vendor terminal site for consummating sales transactions, the method including the steps of:

establishing **[telephonic]** electronic communication from a buyer terminal to receive a buyer request **[at]** via the traffic control system indicating a transaction including a good or service and a specified maximum purchase price for a particular good or service that the buyer is willing to pay;

establishing **[telephonic]** electronic communication with at least one vendor terminal to transmit the buyer request whereby an interested vendor receiving the buyer request may respond, **[as]** to consummate a transaction; **[and]**

making a record regarding the [transactions] transaction for billing purposes and utilizing data that identifies the buyer wherein the data includes a check digit; and qualifying the buyer for consummating the transaction at least in part based on the check digit.

52. (Amended) A method according to claim 51 including a further step of registering said vendor **[terminals]** terminal sites with respect to various classifications.

54. (Amended) A method according to claim 53 wherein said various classifications comprise **[merchandise]** service classifications.

55. (Amended) A method according to claim 54 wherein said various classifications comprise merchandise and service classifications.

55. (Amended) A method according to claim 54 wherein said various classifications comprise merchandise and service classifications.
56. (Amended) A method according to claim 51 wherein the buyer's [buyers] request is registered and includes the buyer's electronic mail (e-mail) address.
57. (Amended) A method according to claim 51 wherein [buyers] the buyer's request is registered and includes the buyer's name.
58. (Amended) A method according to claim 51 wherein [buyers] the buyer's request is registered and includes an entry for a general category of a good or service of interest to the buyer.
59. (Amended) A method according to claim 51 wherein [buyers] the buyer's request is registered and includes an entry for a specific good or service of interest to the buyer.
60. (Amended) A method according to claim 51 wherein [buyers] the buyer's request is registered and includes an entry for quantity.
61. (Amended) A method according to claim 51 wherein [buyers] the buyer's request is registered and includes an entry relating to geography.

62. (Amended) A method according to claim 51 wherein **[buyers]** the buyer's request is registered and includes an entry for delivery location.

63. (Amended) A method according to claim 51 wherein **[buyers]** the buyer's request is registered and includes an entry for delivery date.

64. (Amended) A method according to claim 51 wherein **[buyers]** the buyer's request is registered and includes an entry for the **[buyers']** buyer's telephone number.

65. (Amended) A method according to claim 51 wherein a response to a buyer request is via electronic mail (e-mail).

68. (Amended) A method according to claim 51 further including a step of providing **[a]** video **[representation]** data including high resolution or dynamic video to the buyer relating to the good or service.